The Rancho Reporter

THE RANCHO REPORTER serves the El Toro, Irvine, East Irvine, Laguna Hills, Mission Viejo and University Park areas. Published every Wednesday. 837-6500.

Vol. 2, No. 13 "To inform and serve..." Wednesday, February 14, 1968

READY FOR THE BOOKS — Surveying the almost bare library shelves at O'Neill school in Mission Viejo are (from left) Superintendent Ralph A. Gates, Principal James Mitchell, and two of the mothers who worked long hours setting up the library, Mrs. Jack Harris, 26501 Espalter Dr., anp Mrs. Marvin Andresick, 24935 Spadra Lane. Smetona Photo.

MV's O'Neill School Opened on Friday

Mission Viejo dedicated its first grade school, Marguerite M. O'Neill Elementary School last Friday, Feb. 9, with a double presentation of gift books.

In the first half of the ceremony, the school's namesake, at 88 the oldest living member of the family that has owned Rancho Mission Viejo for generations, gave the school $500 worth of encyclopedias, dictionaries, and other reference volumes. Then, over 400 students made their contribution: some 440 books worth over $1,000.

"When we sent the parents a letter inviting them to join Mrs. O'Neill in helping the library get started, we honestly did not expect they would even come close to matching her generous gift of $500.

"So, to encourage contributions, we set up a bookcase type of poster display in the multipurpose room and began to add a book with a title anp the child's name as each gift came in. Suddenly, when we were completing our second bookcase, we realized that we were being simply overwhelmed.

"The wonderful parents of Mission Viejo not only equalled Mrs. O'Neill's contribution, they somehow managed to double it! When the drive finally closed, we had $987 in cash, plus several books that took us over the $1,000 mark."

Mitchell indicated that every gift book will have the donor's name in it, so the children can always feel that they have made a lasting contribution to the school.

The dedication ceremony took place in the school's "two-fronted" multipurpose room stage with guests, parents, and the higher grades in the room and the lower grades in the assembly area on the outdoor side of the stage. The program started at 1:30.

Because the multipurpose room cannot hold all the students who contributed books, the donors were represented by the class which contributed the most books. This class walked up to the stage and added its books to the stackes from the other classes.

Honored guests included: Mrs. O'Neill; Ralph A. Gates, superintendent of the San Joaquin School District; members of the district's board of trustees; and representatives from Mission Viejo Company, architects Flewelling and Moody, and contractors Ward & Higginbotham.

While planning the program, Mitchell lauded two groups of people for their efforts in helping start the library: the teachers, headed by Margerie Vanderveer, who coordinated the gift drive; and 20 Mission Viejo mothers, who worked as much as seven hours a day for two weeks, accomplishing the many things that must be done when a library is born.

New M.V. Federated Woman's Club Formed

Voting to organize a federated woman's club in the Mission Viejo area was the major item of business when women from Mission Viejo, Capistrano Highlands, El Toro and Laguna North met January 30 in Mission Viejo.

The forty women present heard Mrs. Marion Spencer, Orange District Federation Extension Chairman, and Mrs. Robert Bidwell, immediate past president of Orange District, California Federation of Women's Clubs, speak of the purposes and accomplishments of their organization.

Interim officers elected were Mrs. Theodore Cooper, president; Mrs. Paul Ricker, vice president; Mrs. Barrett Brown, secretary; treasurer. Mrs. Nancy Rogal was appointed membership chairman. Mrs. Alan McMillen will serve as parliamentarian.

Serving on the by-laws committee are the Mmes. Paul Ricker, John Cosmos, David Weilein, Norman Fohrman and Henry Garcia. Sections to be organized are Garden, Mrs. Fred Eckstein; Arts and Crafts, Mrs. Joseph Linden; Bridge, Mrs. Gerald Morris; and Gourmet Cooking, Mrs. David Kaech.

By-laws will be adopted at the next meeting, February 20 at 10 a.m. in Towne Hall, La Paz Plaza. Women paying dues at this meeting will become charter members.

Interested women are invited to call Mrs. Rogal, 837-1965, or Mrs. Cooper, 837-5093.

Aliso Valley Home Owners Meet Tuesday

The Aliso Valley Homeowners Association will meet at 7:30 p.m. on February 20, at the Olivewood Elementary School. All homeowners in the El Toro area are invited to attend and participate in this important meeting.

This meeting is being held to decide on expenditures of service area funds for summer youth programs and for landscaping of parkway areas on arterial highways in the El Toro area.

There are two proposed youth programs. The first is designed for elementary grade students and will be held at Olivewood Elementary and Ralph Gates Elementary schools. The second program involves our teenage students. Complete details are presently being drawn up.

The landscaping of parkways includes portions of El Toro Road, Jeronimo, Muirlands and Rockfield. Landscaping plans have been drawn up and will be submitted for approval at this meeting, said Jess Fry, vice president, today.

There will be time for an informal discussion concerning the new Deane Brothers development in the El Toro area.

The homeowners association hopes that each homeowner will feel a responsibility and desire to attend this meeting, to help in building a better community for everyone.

Pro Official Speaks To MV Kiwanis Club

John McDonough, Director, Special Fields Education and Commissioner of Athletics for all Orange County High Schools, under the Office of the Orange County Superintendent of Schools, was the guest speaker last week to the Kiwanis Club of Mission Viejo.

McDonough spoke to the service club on "Sports through the Eyes of the Official." In addition to his duties with the Orange County Schools, McDonough is a professional football official. His speech stressed · professional football and some of the complications -- sometimes humorous -- that goes with the role of the professional official.

He has been a referee in the American Football League (Pro) since its founding in 1960. McDonough is also a charter member of the North Santa Ana Kiwanis Club and was president in 1954. He has played football and coached football as well as being an official.

The Rev. Robert Lang gave a report at the meeting that the Charter Night for the Kiwanis Club of Mission Viejo is scheduled for March 9th at the San Clemente Inn. Assisting Lang on planning the Charter Night for the local service club is Otto Guli, house arrangements; Stan Johnson, program; Carl E. Venstrom, publicity and Chuck Waltman, attendance.

Officers of the recently established Kiwanis Club of Mission Viejo include Bills Wells, president; Bill Stock, 1st vice president and Jay Ingall, 2nd vice president.

The service club meets every Tuesday at 7:15 a.m. at the Mission Viejo Inn.

El Toro Man Picked Heart Assn. Head

Major Eugene Derrickson will serve as "Heart Sunday" Chairman for El Toro's 1968 Heart Fund Drive.

A member of the United States Marine Corps for 22 years, Major Derrickson now represents the Equitable Life Insurance Society as a Life Underwriter. He has been active in many civic projects including two years as Chairman of the Military Division of the Santa Ana-Tustin Community Chest Drive, 1963 and 1964.

"Heart is the worthiest cause I know of," Major Derrickson said, "since it is responsible for 54 per cent of all deaths, nationwide. I feel money raised for research, education and community service is the best and only effective way we can fight heart disease.

Volunteers throughout El Toro will call on their friends and neighbors during "Heart Sunday" Week, February 26 through March 3. They request that contributions be generously given to the Heart Fund so that more lives can be saved through continued scientific research. Pamphlets concerning safeguards against heart disease will be left at each home contacted by the volunteer.

District Chairmen assisting Major Derrickson are Mrs. Richard Steed, 22905 Willard, El Toro; Mrs. J. P. Wilson, 24632 Belgreen, El Toro; Mrs. Bryant Kilgore, 26665 Aracena, Mission Viejo; Mrs. R. L. Hins, 26306 Turquesa, Mission Viejo, and Mr. and Mrs. O. J. Ostrem, 25145 Ericson, Laguna Hills.

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St. Nicholas Fashion Show Slated Feb. 24

"Pre-Primavera" will usher in the First Annual Fashion Show and Luncheon to be given by the Confraternity of Christian Doctrine and Council of Catholic Women of St. Nicholas Church in Laguna Hills, on February 24, at the Sheraton-Beach Inn in Huntington Beach.

Everyone is invited to attend this affair which will begin with a social hour at 11:30 a.m. Luncheon will follow, with the fashion show being produced by The May Co. of South Coast Plaza.

Mesdames Clyde D. Leslie and Lawrence Glynn, co-Chairmen, announce that many valuable door prizes will be given to the winners. These include a week-end for two at the Sheraton-Beach Inn, round-trip plane tickets for two couples to San Francisco, and many other interesting prizes.

Ticket donations are $5.00 per person, and may be obtained from Mrs. George Hoffman, 84-D Calle Aragon, Laguna Hills 92653, telephone: 937-0370; or Mrs. John R. Esquivel, 23552 Cavanaugh Road, El Toro 92630, telephone: 837-4726. Advance reservations will assure excellent seating in the dining room at the Sheraton-Beach Inn.

Mrs. Michael T. Collins of Capistrano Highlands will be Mistress of Ceremonies, and Rev. Jerome E. Turba, Assistant Pastor of St. Nicholas Chirch, will deliver the invocation.

Booze Begins At UC Irvine

A bit of old Germany comes to the Ranch in March when "Der Spritz Garten" opens in Irvine Town Center, just north of the UCI campus. Serving bread, cheese and a special brew called "spritz." Der Spritz Garten's authentic Bavarian decor features painted mountain scenes and stained glass windows.

Owners Rolf Ingen and Dave Dawson visualize Der Spritz Garten as a meeting place for UCI professors and students, as well as nearby residents.

UC Irvine Slates Site Improvements

Grading and other site improvement work for the proposed School of Engineering building and the College of Medicine interim buildings began today at the University of California, Irvine.

Campus Architect Coulson Tough said the work by Argo Construction Company of Sherman also includes extension of several roadways on campus and installation of underground utilities. Total contract cost in $324,000, and construction is to be completed in ninety days.

Campus roadwork includes extension of California Avenue on the west, from Bridge Road to the Physical Sciences building, extension of California Avenue on the east to the new Student Health Center, and extension of Gateway Road east to California Avenue.

Also included is grading for the Ring Mall from the Physical Sciences building to the Engineering building site.

Voter Registration Deadline Nears

Voter registration deadline for the Saddleback Junior College District and various municipal elections is February 15.

Voters in the newly formulated college district are asked to vote April 9 on a $9.5 million bond program for land acquisition and construction of the campus. Classes are scheduled to be offered in September.

New residents in the South Orange County district will be able to cast ballots if they have lived in the South Orange County college district 90 days prior to election day, according to County Superintendent of Schools office.

Persons who are 21 years old or will be 21 by April 9 are eligible to vote.

The college district takes in school districts of Capistrano Unified, Laguna Beach Unified, Tustin Union High, Tustin Elementary, Trabuco Elementary, and San Joaquin Elementary.

Communities in the district, in addition to unincorporated areas, are Capistrano Beach, Dana Point, El Toro, Irvine, Laguna Beach, Laguna Hills, Laguna Niguel, Mission Viejo, San Clemente, San Juan Capistrano, Trabuco, Tustin and University City.

Absentee ballots may be requested from the office of the County Superintendent of Schools, 1104 W. 8th St., Santa Ana.

Requests should include name, address, reason why voter will not be able to go to polls April 9, and signature of each, County Superintendent of Schools election officials said.

Rancho Reporter
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PICTURED IN A REHEARSAL SCENE from "The Man in the Dog Suit" are Danielle Kennedy and Jack Keilson (the dog.) Presented by the Rancho Community Players and directed by Sim Hubbard, the farce involves a young man and his hilarious escapades as he attempts to shed a life of conformity pressed upon him by life in suburbia and by his wife's wealthy family. The play is scheduled for Feb. 22, 23, 24, and March 1 and 2nd at the Mission Viejo High School.

Conformity Clouds "Man in Dog Suit"

"The Man in the Dog Suit" will be presented later this month by the Rancho Players. Directed by Sim Hubbard, the play is a farce involving a young man and his hilarious escapades as he attempts to shed a life of conformity pressed upon him by life in suburbia and by his wife's wealthy family.

The Rancho Player perform at the Mission Viejo High School in Multi-Purpose room B on February 22, 23, 24, and March 1 and 2. Ticket reservations and information may be obtained by phoning Mrs. Art Gordon at 837-8210 or Mrs. David Pennington at 837-2222.

Fire Victims May Obtain Tax Help

County Assessor Andrew J. Hinshaw revealed today that he would recommend reductions in assessed value of $392,950 for structures on 102 properties damaged or destroyed by the Paseo Grande fire, which swept through the north easterly portions of Orange County last October 29.

Based on an assessment ratio of 258, the market value of property damaged by the fire comes to $1,571,800. "Net reduction in tax dollars would be approximately $40,000," said Hinshaw.

Hinshaw indicated that 140 applications for reductions had been received by his office. Hinshaw said that 38 applications were denied, largely because they involved personal property which did not qualify for relief under the Paseo Grande fire relief bill passed by the State Legislature in November 1967.

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1968 Laguna Winter Festival Opens Friday

The annual Laguna Beach Winter Festival, 11 days of entertainment, sports and art activities, opens Feb. 16.

The entire Art Colony turns into a giant stage for events held on the beaches, in hotels, auditorium, playhouse and Festival of Arts grounds.

Highlights include a Washington's Birthday parade featuring marching units from throughout Southern California, an artists Ball, luau, gourmet dinner, garden tour, and surfing contest.

Among the 55 events, 42 are free. These include a backstage tour of the Pageant of the Masters to see how living pictures are created, beach gymkhana, soccer game, and special receptions throughout the community.

The Festival of Arts grounds will be filled with activities all 11 days, Feb. 16 through 26 when special arts shows and a craftsmen's fair will be amont the many free attractions.

Other Winter Festival highlights include a travel film festival, sidewalk art show and sand casting competition on the main beach.

Programs and information may be obtained at the Laguna Beach Chamber of Commerce.

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County's Home Future Bright

The 1968 outlook for the Orange County building industry can best be described as "optimistic," according to spokesman Robert J. Dunham, Irvine Company market analyst and research director for the Orange County chapter of the Building Industry Association.

Recently tabulated results of "Preview 1968," a major market research project conducted by BIA, forecast a 60% gain over 1967 housing production, expected to be up 6,000 units to a total of 17,500 this year. Barring major money market problems, the demand for housing is expected to remain strong due to predicted employment expansion.

Year to year gains in employment indicate a 1968 housing demand of approximately 22,500 units. Production in Orange County is presently about 14,000 units per year, or 80% of estimated demand.

The apparent gap betwen supply and demand has been influenced by tight money, sales of previously completed homes and apartments, the rising cost of producing new homes and absorption of slack in the used home market.

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4.5-MILE-LONG GIFT — Rancho Mission Viejo this week presented Orange County with a 4.5-mile-long gift: the right of way for Avenida Pico, beginning at the San Diego Freeway in San Clemente and extending to the Thompson-Ramo-Wooldridge-Space Technology Laboratories test site in a remote section of the 53,000-acre ranch. Taking part in the presentation were (from left): ranch representatives Richard O'Neill and James E. West, Fifth District Supervisor Alton E. Allen, and Assistant County Road Commissioer Ted McConville. Smetona Photo.

Eastern Art Show Opens

"Buddhist and Hindu Gods and Goddesses," an iconography exhibition, is now on display in the Chapman College Library through February 5.

The figures are from the collection of Dr. and Mrs. John Allan Smith of Orange. Dr. Smith has been a professor of education at Chapman since 1963 and previously had spent two years as executive secretary of the U. S. Educational Foundation, a Fulbright program, in Pakistan. He has also been a Fulbright Exchange Professor in India.

The exhibition includes works from India, Japan, China, Cambodia, Thailand, Ceylon, Tibet, West Pakistan, and Nepal, executed in bronze, brass, copper, silver, ivory, teakwood, and gilded wood. Although most are from the past 500 years, a few early works date from the second, twelfth, and fourteenth centuries.

Included are figures of Buddha, Ghandhara, Krishna, Ganesha, Siva, Nataraja, Parvati, Tara, Vishnu, Bodhisattva, Purusha, Shakti, Lakshmi, and Sarasvati.

The Chapman College Library is open from 8 a.m. to 10 p.m. Monday through Friday, from 10 a.m. to 2 p.m. Saturdays, and from 1 to 5 p.m. Sundays.

Gates School Sets April County Fair

By Jackie Knight

Yes folks - it's out, it's out!

Gates school is going to have a razzle dazzle County Fair.

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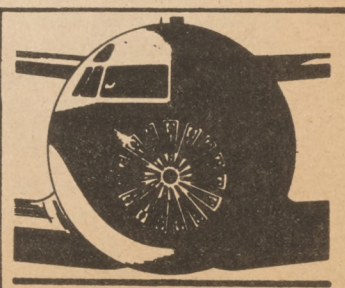

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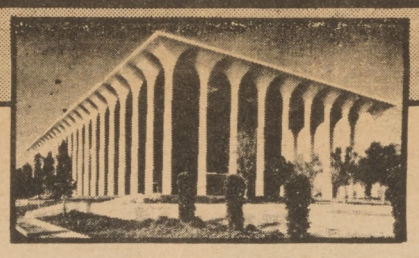

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Saddleback JC District Hires Weber New Dean

Associate dean of student personnel and the division chairman of science, mathematics, engineering and technology have been hired by Saddleback Junior College District.

The action was taken by the Board of Trustees last week.

Melvin B. Weber was named dean of student personnel. He is currently student personnel dean at Barstow College.

The new division chairman is James F. Thorpe, an instructor at Gavilan College, in Northern California.

Hired on a 12-month basis, Weber will begin duties March 1. Thorpe will report at Saddleback March 18. Weber's annual salary will be $17,000.

Based on a 10-month contract, Thorpe's salary will be $1,000 over adopted teaching schedule.

Weber, in addition to his experience at Barstow, served as dean of men at Coalinga College during the 1966-67 term. He formerly taught at Santa Monica High.

He was graduated from the California State College at Los Angeles with bachelor and master of art degrees.

Thorpe has been instructor of mathematics at Gavilan College since 1965. Prior to this he taught mathematics at Del Valle High School, Walnut Creek, and Lodi Union High School, Lodi.

He has a B.S. and M.A. in government from Miami University of Ohio and a master of education degree in mathematics from Harvard University.

Martin Named Mission Viejo Vice President

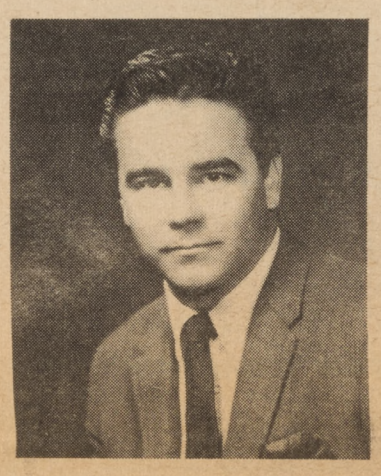
John T. Martin, a real estate marketing research consultant, joined Mission Viejo Company as vice president, marketing and sales, this month, announced Philip J. Reilly, president.

Prior to joining the local firm, Martin owned a Newport Beach consulting firm which conducted marketing studies and performed consultation work for many of Southern California's largest home building firms.

Martin's earlier real estate management experience includes the positions of: marketing director, William Lyon's Luxury Homes; vice president, residential research, Sanford G. Goddkin Research Corp.; sales director, John D. Lusk & Son; and vice president and general sales manager, Tom Key Realty.

Active in the homebuilding industry, Martin is former director of the Building Industry Association of California and past president of the association's Sales and Marketing Council.

A frequent speaker at industry meetings and conferences, he has given ten major addresses in the past three years. Currently, Martin is a lecturer in a marketing course at the University of California, Irvine. Earlier, he presented a similar course at the University of California, Los Angeles.



Martin has received three major professional awards, two from the Pacific Coast Builders Conference. The third is the Distinguished Salesman's Award presented by the Orange County Sales Executive Club.

A 1958 graduate of UCLA, Martin and his wife, Helen, and their four children live in Orange at 1787 No. Greengrove.

Health Career Day For Students Planned

Rising health care needs and ever increasing medical science discoveries demand that at least 750,000 more men and women become members of the nation's health team by 1970. This means that one of every 10 students who graduate between now and 1970 are desperately needed to serve in one of the medical or para-medical fields.

To meet this need representatives of The Woman's Auxiliary to the Orange County Medical Association met on Wednesday, January 31 at St. Josephs Hospital in Orange with students from Tustin, Foothill, Mission Viejo to plan the fourth annual "HEALTH CAREERS DAY."

"HEALTH CAREERS DAY" will be held at Santa Ana College, Bristol and 17th, Santa Ana, on Saturday, March 9. Panel discussions will cover the following fields: medicine, pharmacy, veterinary medicine, hospital administration, medical secretary, medical librarian, medical record librarian, medical lab technology, dietetics, radiological technicians, nursing, medical assisting, dentistry, dental assisting, dental hygiene, dental lab technology, physical therapy, occupational therapy, language and speech therapy, audiology, clinical psychology, and social work.

Panels are open to students and faculty members from the ninth grade through college from 9 until 12 without prior registration. The public is invited to the exhibits and films shown during the afternoon sessions. Mrs. Laurance Mosier, Anaheim, is chairman of the event with Mrs. Richard Hayden, Tustin, co-chairman. Auxiliary members representing Tustin, Orange, and Santa Ana schools are Mrs. John Evans, chairman, assisted by Mmes. Arthur Howard, Kenneth Hobbs, Mrs. Vincent Mark and Mrs. D. Dicus. More information may be obtained by calling Mrs. Richard Hayden, 644-6211.

Information concerning scholarship applications will be available to interested students.

Tourneys on Rampage At M.V. Golf Club

With spring not far away, Southern California golfers' minds are rapidly returning to the fairways, according to indications from the February tournaments scheduled for Mission Viejo Golf Course in southwestern Orange County.

By late January, a total of 19 tourneys were set for February, an increase of more than 50 per cent over the January pace.

The February tournaments: Men's Golf Association, Garden Grove, and Collins Radio, Newport Beach, both on the 3rd; San Fernando Golf Group, the 4th; Long Beach Dental Research, the 9th; Boaz Masonic Club, Whittier, and Sweco Corp., Los Angeles, both the 10th; Smoot/Holman Co., Inglewood, and Huntington Park Elks, Downey, both the 11th; Kiwanis Club of Corona Del Mar, the 14th; Valley Golf Assn., Studio City, the 16th; Orange Coast Plating Co., Santa Ana, and Hollywood Riviera Sportsmen's Club, Redondo Beach, both the 17th; Skylinks, Wilmington, the 18th; Sun City Golf Club, the 20th; Los Angeles Rubber Group, Inc., the 23rd; Men's Golf Assn., Garden Grove, and Autonetics Div., Anaheim, both the 24th; Mitsui Corp., Los Angeles, the 25th; and Hacienda Golf Club, Ladies Group, Whittier, the 29th.

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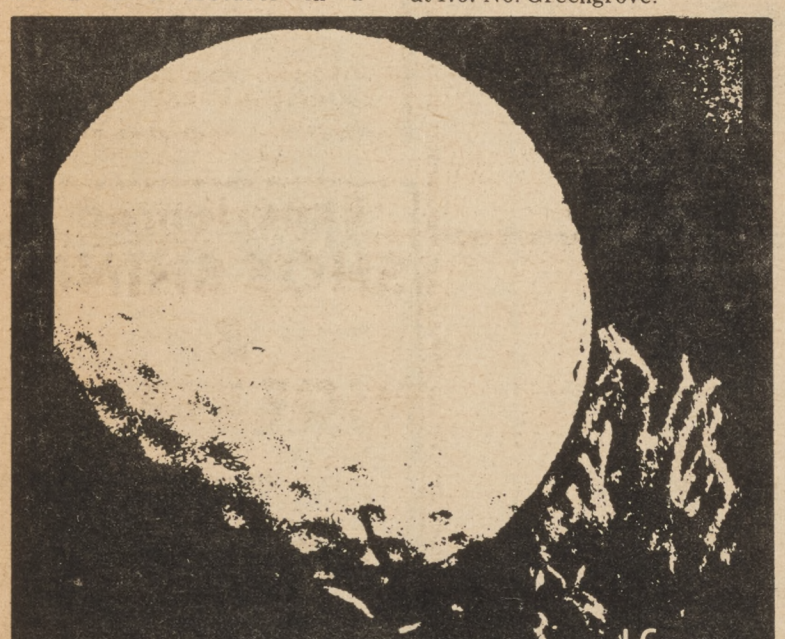

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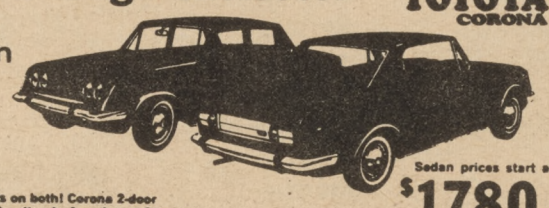

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Mission Viejo Marine Gets Distinguished Flying Cross

A Mission Viejo Marine was presented the Distinguished Flying Cross today at Marine Corps Air Facility, Santa Ana, for heroism and extraordinary achievement in aerial flight while serving in the Republic of Vietnam.

Major Richard T. Douglas, presently the assistant operations officer for Marine Air Control Squadron (MACS) - 3, was cited for his actions on the evening of May 20, 1967 as flight leader of a section of two F-4B attack aircraft from Marino Fighter Attack Squadron (VMFA)-115, Marine Aircraft Group (MAG)-13, First Marino Aircraft Wind.

When the major was unable to contact his assigned controller, he proceeded to a priority strike against an enemy anti-aircraft position, which was so heavily defended that the forward air controller was unable to accurately mark the position.

The major's citation noted in part: "Quickly locating the target by means of enemy tracer fire and mussle flashes, he led his flight through the overcast in preparation for a single pass over the positions. Displaying exceptional aeronautical skill, leadership and courage, he determined the exact location of the anti-aircraft site, calmly directed his wingman to trail his aircraft and dived through the clouds to the release point where he delivered twelve 500 pound bombs with pinpoint accuracy, resulting in four large secondary explosions, the highest of which reached approximately 4,000 feet."

Major Douglas and his wife Hallie live at 26481 Espaltor, Mission Viejo.

Chapman's Floating Campus Sets Sail

The spring 1968 semester for World Campus Afloat-Chapman College, began Feb. 3 when the s.s. RYNDAM embarked from the Port of Los Angeles carrying a student body of 425 accompanied by a faculty and staff of 68.

Dean of the College aboard ship is Dr. Desmond W. Bittinger, Chancellor of Chapman College, Orange, who also served as Dean for the spring 1966 semester. Executive liaison officer for the study voyage is Admiral Lawrence R. Neville, USN (Ret.), who returns to the position from the fall semester which ended Jan. 30 at Los Angeles.

While on board, the students, representing approximately 200 colleges and universities and having residence in nearly all the 50 states, study regular liberal arts courses selected from offerings of the Humanities, Natural Sciences, and Social Sciences Divisions of Chapman College. The RYNDAM, owned by Trans Ocean Shipping Co., Inc., of the Netherlands,

In-port activities are directly related to classroom study in an itinerary which will travel to Lima, Santiago, Puntas Arenas, Buenos Aires, Montevideo, Rio de Janeiro, Salvador (Bahia), Dakar, Casablanca, Malaga, Athens, Istanbul, Dubrovnik, Venice, Rome, Lisbon, Rotterdam, and London terminating May 24 at New York.

LETTERS to EDITOR

Dear Editor,

Just a short note to express my thanks for the article you ran last week. I've had many complimentary calls from the write-up, and a number of business calls also.

Thanks again.

Sincerely,
Dick Beane

"Real Estate 1968" Slated

Real Estate 1968 - a forecast of real estate and building activity in Southern California by seven experts - will be held Tuesday, Feb. 20 from 6 to 10 p.m. in the Empire Room of the Newporter Inn in Newport Beach.

Open to the public, the dinner conference is sponsored by University of California Extension, Irvine.

Dr. Fred Case, director of the Housing, Real Estate and Urban Land Studies Program at the UCLA Graduate School of Business Administration, will discuss the outlook for real estate and building, based on research by his group.

His talk will be followed by a panel discussion of six specialists in building and real estate.

Agnes Blomquist, president of Newport-Balboa Savings and Loan Assn., will discuss the money market in the savings and loan field; Robert Dunham, real estate economist for Irvine Co. will talk about the role of market research in his company's land

Conference moderator is Sheen T. Kassouf, assistant professor of economics at UCI and co-author of the best-selling book, "Beat The Market."

Advance reservations are required. Contact the Extension office at 1325 Campus Hall, UCI, or call 833-5415.

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Mission Viejo Sales Top $15.2 Million

In its first full year of building and selling homes, Mission Viejo Company sold 640 homes totaling $15.4 million, it was reported this week by Philip J. Reilly, president of the firm developing the 11,000-acre new town.

Explaining the figures, Reilly said:

"Of the total, 300 were moderately priced Eldorado Homes and 340 were medium-priced La Paz Homes. We began the year with the La Paz Homes and added the village of El Dorado Homes in mid-April. With both developments open, we averaged 16 sales per week, or an annual rate of 832 homes.

"In addition to our 640 homes, the two other builders in Mission Viejo sold approximately 335 homes, resulting in a total of 975 homes purchased in Mission Viejo during 1967, a so-called off-year. We believe that should qualify Mission Viejo as one of the nation's most successful new towns, if not the most successful of all."

"We attribute Mission Viejo's success -- like any successful venture -- to a combination of factors; but, inquestionably, the most important are: good location and access to the freeway, a rural countryside atmosphere, a carefully-conceived and meticulously implemented development plan, and four separate model areas presenting national award-winning homes, in a price range of from $18,000 to $50,000, all representing outstanding values.

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During 1967, it's second year, Mission Viejo's population grew 190 per cent, from 1,560 to 4,530.

Rancho Reporter Assistant Advertising Manager, Mrs. Dick "Jeanne" gave birth last week to a healthy baby boy named Matthew Jones, who weighed in at 6 lbs. 12 ozs. The mother is doing fine and the father is still in a state of shock. The Star Advertising sales girl for the local weekly will be back at her rounds within the near future. The Joneses live at 23122 Cavanaugh St., El Toro. —Staff photo.

Hippy Movement Not Dead Says Sociologists

Published reports to the contrary, the Hippy movement isn't dying; in fact it will flourish four to five years more, predicts a sociologist who has lived with the hippies and interviewed 700 of them.

Summer 1968 may also see a lot of violence between juvenile gangs in urban slums and hippies moving in, warns Dr. Lewis Yablonsky, addressing an audience at U.C.I. in the University Extension lecture series on Alienation and Loneliness in Society.

Dr. Yablonsky heads the department of sociology at San Fernando Valley State College.

He tabbed hippies as one of a number of groups alienated from society - others being violent juvenile gangs, drug addicts and alcoholics.

"Listen to what hippies have to say," Yablonsky urged.

"It's a perilous trip," he warned, pointing to the dangers of drug effects, communicable disease and violence.

"But we can learn from the movement."

"Seventy-percent of the kids who run away to such hippy centers as New York's East Village and San Francisco's Haight-Ashbury are from middle and upper class homes - homes with two cars in the garage, mixmasters and color TV," said Yablonsky. "They have their own rooms and opportunities to attend college.

"But they complain they can't communicate with their parents, that there's no real love in the home, that they have plastic parents.

"They look at their parents and then see their future as going to school, marrying, taking a job, living and raising children in a tract house on the installment plan - and they reject this," Yablonsky said.

The hippy movement has an influence out of proportion to its members and may change our society's entire value system, he suggested.

"There are a lot of young executives who smoke marijuana and believe essentially in the ideas of the hippy movement while holding down their jobs.

"And there are many students who have one foot in the hippy movement, the other one in school."

"Some of this feeling may be nostalgia for the simple life people like Thoreau and Emerson wrote about."

"I think most of us would agree that our society is becoming increasingly bureaucratic, machine-like and de-humanized," said Yablonsky.

UCI Names Community And Alumni Director

John D. Spear, marketing and management consultant, has become director of community and alumni affairs for the University of California, Irvine, Chancellor Daniel G. Aldrich, Jr., announced today.

Working under the general direction of H. B. Atwood, public affairs officer for the campus, Spear will coordinate and encourage programs for private support to UCI.

His duties also include liaison to UCI's volunteer community support organizations, assistance in the organization of an alumni association and staff consultation to the newly formed UCI Foundation and the UCI Industrial Associates.

Spear recently returned from Europe where for nearly five years he was marketing and management and management consultant to American firms, including Transamerica Corporation's manufacturing subsidiary.

Previously, he was president of his own marketing consultant firm in Los Angeles, and was cited by the Governor of California for his organization of a program to enlist retired executives from the nation's largest firms to advise small business.

He also formerly served as executive director of the Los Angeles County Heart Association, organizing the first Heart Fund drives held in that city, and as executive director for the California Tuberculosis and Health Association in Orange County.

A graduate of the University of California, Berkeley in political science, Spear studied for the Master of Arts degree in administration at the University of Chicago. He has authored a number of articles on business, export, advertising and general interest subjects.

Chapman College Selects Roper

Saddleback Junior College District Superintendent Jack S. Roper has been elected to the Board of Governors of Chapman College.

Roper is a graduate of Chapman, receiving both bachelor and master of arts degrees there.

While working as county deputy administrator he gained prominence as an educator and administrator and was instrumental in establishment of the new Saddleback Junior College District.

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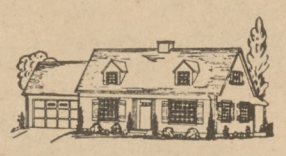

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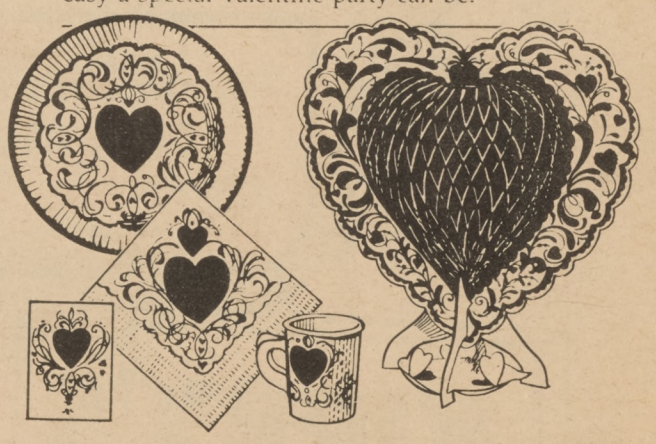

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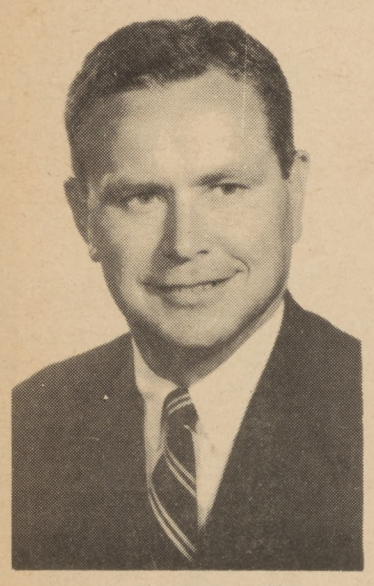
Irvine Company Names Five New Executives

Five major promotions and attending organizational changes have been approved by The Irvine Company Board of Directors, William R. Mason, Company



ALBERT J. AUER

president, announced last week.

"These promotions," Mason commented, "were" in recognition of the expanded duties and responsibilities of the individuals involved and their outstanding contributions to The Irvine Company's increasingly diversified development program."

WATSON SENIOR V.P.

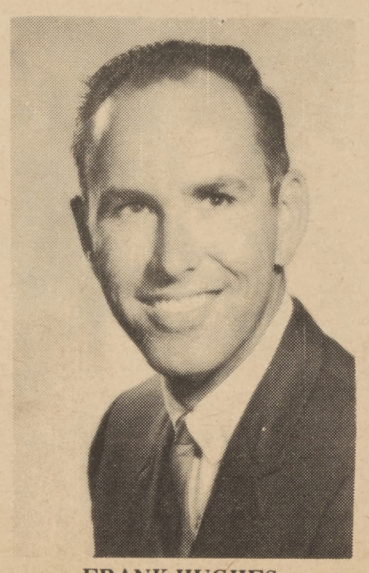
Raymond L. Watson, formerly vice president of the Land Development Division, has been elevated to senior vice president, Land Development.

Albert J. Auer, formerly director of Real Estate, has been appointed vice president, Real Estate.

Frank Hughes, formerly director of Engineering, has been appointed vice president, Project Development, a new department created to oversee physical construction of all projects.

Richard A. Reese, formerly director of Planning, has been appointed vice president, Planning.

Lansing E. Eberling, formerly controller, has been appointed

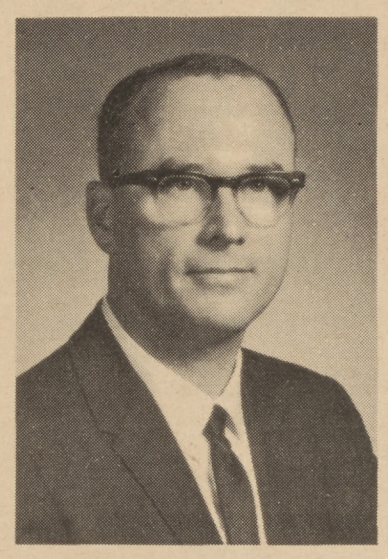


FRANK HUGHES

vice president, Finance.

SPEED UP DEVELOPMENTS

Reorganization of the Land Development Division into three departments was approved in order to strengthen both the long and short range planning function of that Division, to increase the



RICHARD A. REESE

speed of project development, and to establish a central group responsible for policy and overall development, Mason concluded.

UCI Lets Arts Bld.

Construction bids for a $3 million, nine-building complex to be known as the Fine Arts Village will be opened by the University of California, Irvine on February 20.

The plan by architects William L. Pereira and Associates includes a theater, a concert hall, an experimental drama laboratory, set and costume design shops, music practice rooms, art and sculpture stodio, workshops and galleries.

Construction will begin in March for completion in the fall of 1969. The complex will be located on eight acres between the UCI Humanities-Social Sciences Plaza and the Mesa Court student residences.

The bid opening is scheduled to take place at 2 p.m. in the Executive East Room of the Newporter Inn, Newport Beach.

Saddleback Junior College Holds Student Survey

Student course study and enrollment survey recently conducted at five high schools will be disclosed at a special meeting of Saddleback Junior College District's Board of Trustees Monday night.

Recommendations for course offerings will accompany the report, said Saddleback Superintendent Jack S. Roper.

Seniors were questioned at Laguna Beach High, San Clemente High, and Tustin's three high schools, Tustin, Foothill and Mission Viejo. They were asked if they plan to attend the new junior college and what they desire to study.

Three area junior colleges currently attended by students residing in the newly formed Saddleback District were also surveyed as to current academic classes.

"The survey report will not indicate a completely accurate prediction of the number of students who will attend the junior college but is only one criteria to determine an estimate," explained Superintendent Roper.

Saddleback plans to begin classes for first year students in the fall. Sites for the proposed campus are being studied by trustees.

A $9.5 million bond issue for land acquisition and campus construction goes before the voters April 9.

Monday's public meeting will be at 7:30 p.m. at the district office, 25001 La Paz Road, Mission Viejo.

Chapman Names Laguna Man Board Chairman

Victor C. Andrews of Emerald Bay, Laguna Beach, has been elected chairman of the Chapman College Board of Trustees for 1968.

A citrus grower and marketer, Andrews is president of Andrews Brothers of California, Inc.; vice president of the Emerald Bay Community Service District; president of the board of trustees of the South Coast Community Hospital; president of the League of Orange Coast Civic Associations; and a past president of the Emerald Bay Community Association. He is a member of the Presbyterian Church and an honorary member of the Rotary Club.

Newly elected as a vice chairman of the board is Merel Keith Gaede, also a Laguna Beach resident, president of San Joaquin Associates.

Officers re-elected were:

Vice chairman, Robert Guggenheim of Newport Beach, a retired business executive;

Treasurer, Fred W. Johnson of Los Angeles, vice president of the Coastal Dynamics Corporation'

Secretary, Irvin C. Chapman of Fullerton, general manager of the C.C. Chapman Holdings; and Assistant Secretary, Lawrence C. Moseley of Sherman Oaks, owner-manager of Sanitek Products.

Reappointed to three-year terms as Chapman College trustees were Claude W. Edwards of Whittier, chairman of the board of Alpha Beta Acme Markets; John S. Fluor of Santa Ana, honorary chairman of the board of the Fluor Corporation, Ltd; Walter R. Schmid of Tustin, rancher; John K. Sloan of Los Angeles, attorney; Chapman; and Moseley.

Presbyterian Church Plans Expansion

The Presbyterian Church of the Master continues to hold Sunday worship services at the Mission Viejo High School, and is expanding its associated activities rapidly.

The choir, directed by Mr. Vernon Diggs, participated in its first service on January 20th. A church school teaching staff nucleus has been recruited and is receiving regular training, looking forward to the first classes to be held on April 7th.

The church is scheduled to be formally organized on March 24th, and it is anticipated that ground will be broken in December for the first building to be erected on the property at the future intersection of Oso and Marguerite Parkways.

Sunday worship service, led by Reverend Richard M. Bush, starts at 10:30 A.M. Child care and Junior Church supplements the service. Coffee is served following worship.

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